IN THE CLAIMS

1. (Currently Amended) A method of serving web pages from a server, said method comprising:

accepting in response to a request from a client computer system over a network for accessing a Web page, said request specifying an address of a requested web page file the server retrieving an HTML (hypertext markup language) template associated with the requested Web page;

creating a document object model (DOM) representation based on the HTML template, the DOM representation including a plurality of identifier tags, each identifier tag identifying a section in which content of the identified section is dynamically manipulable;

executing a program associated with the HTML template that manipulates an in-memory to manipulate content identified by at least a portion of the plurality of identifier tags within the DOM representation of said requested web page file to create a manipulated in-memory representation of said requested web page that contains dynamic content including dynamically adding content to at least one section identified by one of the plurality of identifier tags, wherein the program is deployed with the HTML template to the server without having to compile and link the program with the HTML template;

the program calling a routine that generates to generate a markup language document from said manipulated in-memory representation of said requested web page file based on the manipulated DOM representation; and

returning said markup language document to said client computer system over the network.

2. (Currently Amended) The method of serving web pages as claimed in claim 1 further comprising:

determining ~~if said requested web page file~~the retrieved HTML template is current, wherein the DOM representation is created based on a most current HTML template stored within the server.

3. (Currently Amended) The method of serving web pages as claimed in claim 2 further comprising:

creating ~~a new in-memory representation of~~ a new version of ~~said requested web page file if said requested web page file~~the HTML template if an existing HTML template is not current.

4. (Currently Amended) The method of serving web pages as claimed in claim 2 further comprising:

automatically generating a new ~~in-memory representation of said requested web page file when said requested web page file~~DOM representation if the HTML template is modified.

5. (Currently Amended) The method of serving web pages as claimed in claim 1 ~~wherein said in-memory representation of said requested web page file comprises a Document Object Model representation~~further comprising:

determining a reference to first content to be added to a first section of the DOM

representation identified by a first identifier tag by performing a harsh

operation between the first identifier with a predetermined harsh table; and

populating the first content into the first section identified by the first identifier tag

based on the determined reference of the first content.

6. (Currently Amended) The method of serving web pages as claimed in claim 1 wherein

said program ~~that manipulates an in-memory representation of said requested web page file~~

comprises Java code compiled without compiling and linking with the HTML template,

wherein the program and HTML template are capable of being independently deployed.

7. (Currently Amended) The method of serving web pages as claimed in claim 1 wherein

said program that manipulates an in-memory representation of said requested web page file

performs ~~the steps of~~operations including:

automatically generating a new ~~in-memory representation of said requested web~~

~~page file when said requested web page file~~DOM representation when the

HTML template is modified; and

generating a clone of ~~said new in-memory representation of said requested web~~

~~page file~~ the new DOM representation, wherein manipulation of content is

performed on the clone without altering the new DOM representation.

8. (Currently Amended) The method of serving web pages as claimed in claim 1 wherein

said program that manipulates ~~an in-memory~~ the DOM representation ~~of said requested~~

~~web page file~~ performs ~~the steps of~~operations including:

locating an identifier of a dynamic element to change within ~~said in memory~~the

DOM representation ~~of said requested web page file~~; and

changing said dynamic element in ~~said in memory representation of said requested~~

~~web page file~~the DOM of the HTML template.

9. (Currently Amended) A method of serving web pages from a server, said method

comprising:

creating a modified mark-up language file for representing a web page appearance,

said modified mark-up language file containing embedded identifier tags for

identifying locations for dynamic content;

creating an in-memory representation of the modified mark-up language file, the in-

memory representation compatible with a document object model (DOM);

creating interactive program functions for generating dynamic content, said

interactive program functions for modifying sections of said in-memory

representation of said mark-up language file associated with said identifier

tags identifying locations for dynamic content; and

deploying said modified mark-up language file and said interactive program

functions to a server system without having to compile and linking the

interactive program with the modified mark-up language file, wherein said

server system ~~that creates an in memory representation of said mark up~~

~~language file,~~ executes said interactive program functions to manipulate said

in-memory representation of said mark-up language file to create a

manipulated in-memory representation of said mark-up language file, and

generates a web page from said manipulated in-memory representation of

said mark-up language file.

10. (Original) The method of serving web pages as claimed in claim 9 wherein said server

system further determines if said modified mark-up language file is current.

11. (Previously Presented) The method of serving web pages as claimed in claim 10

wherein said server system creates a new in-memory representation of a new version of

said modified mark- up language file if said modified mark-up language file is not current.

12. (Original) The method of serving web pages as claimed in claim 10 wherein said server

system automatically generates a new in-memory representation of said modified mark-up

language file when said modified mark-up language file is modified.

13. (Currently Amended) The method of serving web pages as claimed in claim 9 ~~wherein~~

~~said in- memory representation of said modified mark- up language file comprises a~~

~~Document Object Model representation.~~further comprising:

    determining a reference to first content to be added to a first section of the DOM

        representation identified by a first identifier tag by performing a harsh

        operation between the first identifier with a predetermined harsh table; and

    populating the first content into the first section identified by the first identifier tag

        based on the determined reference of the first content.

14. (Original) The method of serving web pages as claimed in claim 9 wherein said interactive program functions comprise Java code.

15. (Currently Amended) The method of serving web pages as claimed in claim 9 wherein said interactive program functions perform ~~the steps of~~operations including:

automatically generating a new in-memory representation of said modified mark-up language file when said modified mark-up language file is modified; and

generating a clone of said new in-memory representation of said modified mark-up language file.

16. (Currently Amended) The method of serving web pages as claimed in 9 wherein said interactive program functions perform ~~the steps of~~operations including:

locating an identifier of a dynamic element to change within said in-memory representation of said modified mark-up language file; and

changing said dynamic element in said in-memory representation of said modified mark- up language file.

17. (Currently Amended) A computer server system for serving web pages, said computer server system comprising:

a processor; and

a memory coupled to the processor for storing instructions, when executed from the memory, cause the processor to perform operations including

in response to a request from a client computer system over a network for

accessing a Web page, the server retrieving an HTML (hypertext

markup language) template associated with the requested Web page,

creating a document object model (DOM) representation based on the

HTML template, the DOM representation including a plurality of

identifier tags, each identifier tag identifying a section in which

content of the identified section is dynamically manipulable,

executing a program associated with the HTML template to manipulate

content identified by at least a portion of the plurality of identifier

tags within the DOM representation including dynamically adding

content to at least one section identified by one of the plurality of

identifier tags, wherein the program is deployed with the HTML

template to the server without having to compile and link the

program with the HTML template,

the program calling a routine to generate a markup language document

based on the manipulated DOM representation, and

returning said markup language document to said client computer system

over the network.

a network connection to a computer network;

a dynamic content program for manipulating an in-memory representation of a web

page file to create a manipulated in-memory representation of said web page

file that contains dynamic content; and

a web server program, said web server program accepting a request from a client

computer system through said network connection, said request specifying

an address of said web page file, said web server program executing said dynamic content program to create said manipulated in memory representation of said web page file, and said web server program returning a markup language document generated from said manipulated in memory representation of said web page file to said client computer system.

18. – 24. (Canceled)

25. (New)   A machine readable medium having instructions stored therein, when executed, cause a machine to perform a method, the method comprising:

in response to a request from a client computer system over a network for accessing a Web page, the server retrieving an HTML (hypertext markup language) template associated with the requested Web page;

creating a document object model (DOM) representation based on the HTML template, the DOM representation including a plurality of identifier tags, each identifier tag identifying a section in which content of the identified section is dynamically manipulable;

executing a program associated with the HTML template to manipulate content identified by at least a portion of the plurality of identifier tags within the DOM representation including dynamically adding content to at least one section identified by one of the plurality of identifier tags, wherein the program is deployed with the HTML template to the server without having to compile and link the program with the HTML template;

the program calling a routine to generate a markup language document based on

the manipulated DOM representation; and

returning said markup language document to said client computer system over the

network.

26. (New) The machine readable medium of claim 25, wherein the method further

comprises:

determining a reference to first content to be added to a first section of the DOM

representation identified by a first identifier tag by performing a harsh

operation between the first identifier with a predetermined harsh table; and

populating the first content into the first section identified by the first identifier tag

based on the determined reference of the first content.